

VIRGINIA MAIN STREET ESSENTIALS

An overview of the Main Street Four Point Approach™ focusing on organization and promotion

www.dhcd.virginia.gov/Mainstreet

September 22 and 23

The Virginia Ballroom
300 Senior Drive
Town of Abingdon, Virginia

Register online now!



For two information-packed days, Main Street professionals and volunteers will come together for a back-to-basics revitalization boot camp on the organization and promotion of the Main Street Four Point

Approach®. The workshop will offer tools and resources for new and experienced leaders of both designated Main Street communities and those just beginning to explore revitalization strategies.

This workshop provides a focused look at key concepts and Main Street how-tos, a primer on fund development, board engagement, and retail promotions. In concurrent breakout sessions, we'll explore tips on creating buy-local campaigns, partnering with other community organizations, and structuring effective marketing campaigns.

GUEST SPEAKER

Kathy LaPlante, Program Officer
National Trust Main Street Center

Kathy has worked in the Main Street field for 21 years. She joined the staff of the National Trust Main Street Center as Program Officer in 2007. She provides technical assistance, training and assessment services to Main Street programs across the country. From 1996 to 2007, Kathy served as the Director of the New Hampshire Main Street Center, a statewide nonprofit organization. She was responsible providing comprehensive technical assistance to twenty-three designated Main Street programs. Kathy began her Main Street career in 1989 as the Executive Director of the Chippewa Falls Main Street Program in Wisconsin. Prior to working in downtown revitalization, she spent 12 years in retail management.

Hosted by Virginia Main Street and Advance Abingdon



Virginia Main Street Essentials

AGENDA HIGHLIGHTS

7 p.m.

Tuesday, September 21

Welcome reception - A Tailor's Lodging B&B, 119 Park Street

Wednesday, September 22

- 8:30 a.m. Attendee arrival
- 9 Welcome and overview
- 9:30 Organization committee essentials
Kathy LaPlante, National Trust Main Street Center
- 10:30 Creative fundraising ideas
Kathy LaPlante, National Trust Main Street Center
- 11:30 Volunteer development
Kathy LaPlante, National Trust Main Street Center
- 12:30 p.m. Lunch on the town

Afternoon concurrent conversations



Group 1

Group 2

2	Developing a fundraising plan	Selling sponsorships
3	Board engagement and growth	Strategic partnerships
4	Connecting with youth & families	Organization round table

5 Shop or tour downtown

6:30 p.m. *A Taste of Abingdon* dinner in downtown's Main Street Park

Thursday, September 23

- 8 a.m. Attendee arrival
- 8:30 a.m. Promotion committee essentials
Kathy LaPlante, National Trust Main Street Center
- 9:40 Making money from special events
Kathy LaPlante, National Trust Main Street Center
- 10:50 Retail promotions that work
Kathy LaPlante, National Trust Main Street Center
- 12:00 p.m. Lunch on site

Afternoon concurrent conversations



Group 1

Group 2

1	Retail promotions	Developing a marketing plan
2	Buy local campaigns	Press relations nuts & bolts

3 Adjourn and shop downtown

Detailed Agenda

[Coming Soon]

ACCOMMODATION INFORMATION

A block of rooms are reserved at several inns and local bed and breakfasts:

- ❑ Quality Inn & Suites, \$85/night, 930 E Main Street, (276) 676-9090
- ❑ Holiday Inn Express, \$89/night, 940 U.S. 58 & Highway 58, (276) 676-2829
- ❑ A Tailor's Lodging, \$82/night, 119 Park Street SE, (276) 628-7119
- ❑ Inn on Town Creek, \$82/night, 445 E. Valley Street, (276) 628-4560
- ❑ River Garden B&B, \$82/night, 19080 North Fork River Road, (276) 676-0335
- ❑ Summerfield Inn, \$82/night, 101 Valley Street NW, (276) 628-5905

In order to take advantage of these special group rates, make your reservations by September 14, and mention group code "Virginia Main Street" when booking. Room options vary, so guest must ask for the rate at the time of booking.

An opening reception at A Tailor's Lodging B&B is scheduled for Tuesday, September 21 at 7 p.m., so consider staying in Abingdon the night before the training.

REGISTRATION FEE AND DEADLINE

Wednesday, September 22 Day One Includes

- Morning and afternoon refreshments
- Essentials workshop sessions and materials
- Downtown tour
- A Taste of Abingdon dinner event in Main Street Park

Thursday, September 23 Day Two Includes

- Morning and afternoon refreshments
- Essentials workshop sessions and materials
- Lunch buffet

Welcome Reception, September 21, 7 p.m.

A Tailor's Lodging B&B, 119 Park Street FREE

Full Registration

Both Days \$65

Single-Day Registration

Day One Only \$45

Day Two Only \$30



The registration fees include all training materials and meals as indicated. You will receive a registration confirmation by e-mail with an agenda, directions and parking instructions prior to the training.

For more information contact

Virginia Main Street
600 East Main Street, Suite 300
Richmond, VA 23219
(804) 371-7041
www.dhcd.virginia.gov/mainstreet

Register online now!

****Deadline for registration is
September 15, 2010.**